

HERE IS POLAROID'S GOOD TIME CAMERA



Polaroid introduces the Good Time Camera. Only \$24.95*.

Now everyone can enjoy instant color photography. No longer do you need to pay a premium for Polaroid 60-second pictures. Not only is the Square Shooter 2 the least expensive all-purpose color camera we've ever offered, the film costs less, too. Up to 25% less than our regular color film at suggested list.

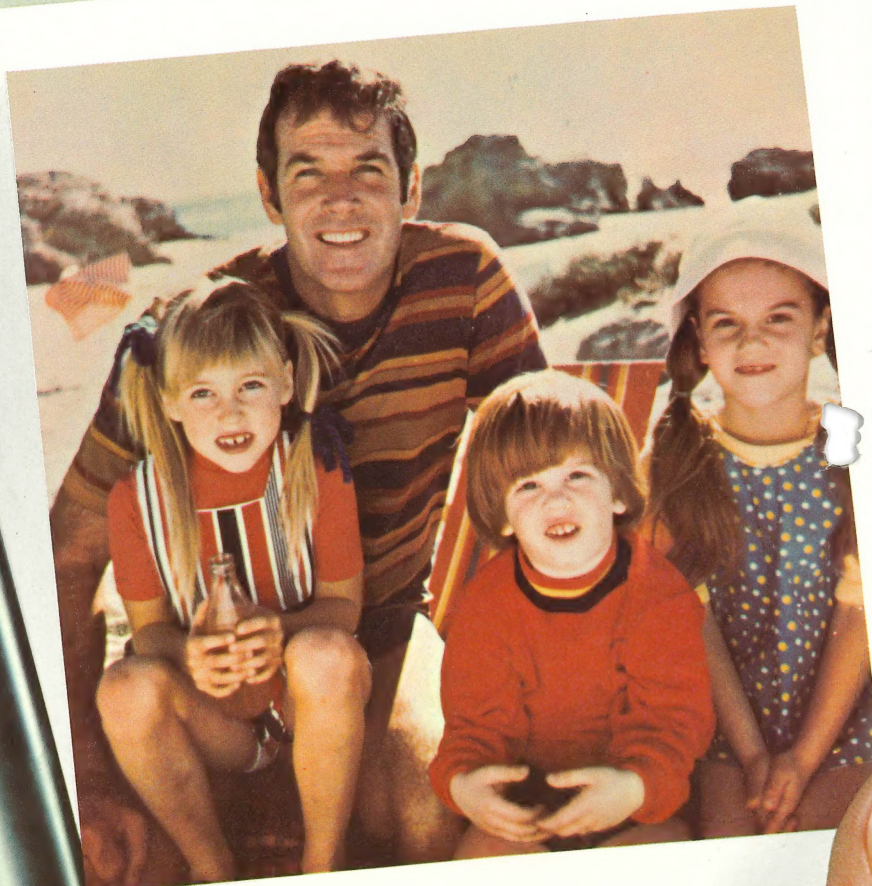
Square Shooter 2 is the Good Time Camera. It lets you take square ($3\frac{3}{8}'' \times 3\frac{1}{4}''$) 60-second color pictures for about the same price as conventional color pictures you wait days to be developed. (Just compare the suggested list prices of Polaroid's Type 88 color film and the film you have processed at the film factory.) So, if you want to start enjoying instant photography, but thought you couldn't afford it – look at Square Shooter 2. Instant color pictures at a price just about everyone can afford.

You also have a choice of three other Polaroid Land cameras for under \$50. They all offer you the fun and excitement of taking a shot one minute, and holding a beautifully finished picture in your hand the next.

First there's Square Shooter. It offers the same film economy as Square Shooter 2, but in addition it features built-in Focused Flash and an easy-to-use Distance Finder.

Next is Super Colorpack. This camera gives you large-size instant pictures in both color *and* black and white.

Then, there is Big Shot. This camera makes only one kind of picture, beautiful studio-quality color portraits, the kind of picture you'd expect to take with an expensive professional studio camera. But it gives you these color close-ups in just one minute. Big Shot is the perfect second camera.



*Suggested list price.



Square Shooter 2. Polaroid's least expensive all purpose camera.

Square Shooter 2 gives you beautiful color pictures in a minute. Just shoot, pull out the film packet and 60 seconds later you peel apart a finished color print. The Square Shooter 2 uses only Polaroid's least expensive Colorpack film, Type 88. They're square pictures, $3\frac{3}{8}'' \times 3\frac{1}{4}''$. That's a little smaller than Polaroid's regular pictures. But you save up to 25% on the cost of the film.

Every feature of this camera has been designed to make 60-second picture taking easy, as well as inexpensive.

You don't have to worry about setting exposures. They are automatic – even with flash. An electric eye measures the light and sets the shutter automatically. The 3-element lens produces sharp pictures.

Film comes in an easy-to-load film pack of eight pictures. An improved developer spreader system makes it easy to pull your film packet from the camera. A wrist strap and T-bar make using and carrying the camera convenient.

There's a built-in flash system that uses the least expensive type of flashcubes.

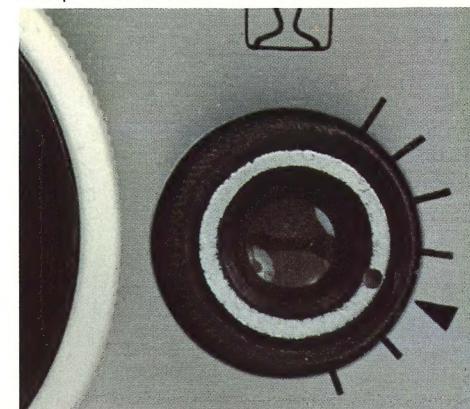
Range-finding is easy too. Just turn the lens ring to the appropriate distance. A red square in the viewfinder helps you determine the distance for most shots.

Square Shooter 2 may be inexpensive, but it's fully equipped to give you beautiful color pictures in a minute – at a lower cost than ever before.

Under \$25.



Sharp 3-element lens.



Electric eye and electronic shutter set all exposures automatically.



Uses inexpensive 4 shot flashcubes.

Square Shooter. The Polaroid Land camera with built-in Focused Flash and picture economy.

This is the original Square Shooter. In a minute, it gives you square color pictures that are a little smaller than our big rectangular pictures. But you save up to 25% on the cost of the film, based on a comparison of T108/T88 at current suggested list prices.

Square Shooter offers you two advantages over Square Shooter 2: Focused Flash and an Automatic Distance Finder.

Focused Flash is Polaroid's revolutionary flash system that controls the amount of the light that falls on the subject. Little louvers automatically open and close over the flashcube as you focus the camera. For close shots (as close as 3½ feet) they close down to give your subjects soft flattering light. For group shots (as far away as 10 feet) they open wide to let out all the light from the Hi-Power Cube. Daylight exposures are automatic too, because the electric eye and electronic shutter automatically read the light and set the exposure.

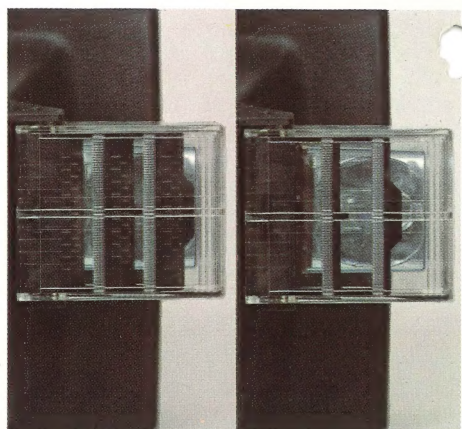
Square Shooter also has a unique Distance Finder. Focusing is easy and precise. There's no guesswork about what distance you are from the subject.

In the viewfinder, you see a black line and a red arrow. Just aim the black line at your subject's feet, then line up the red arrow by rotating the lens ring. That sets the lens for the correct distance. Then, all you do is frame your subject and shoot.

And since the Distance Finder and the Focused Flash systems are both coupled to the lens ring, operating the Distance Finder automatically sets the Focused Flash system when you're taking flash shots.

The Square Shooter with built-in Focused Flash, Automatic Distance Finder and film economy.

Under \$37.



Built-in Focused Flash.



Distance Finder.



Least expensive Polaroid color pictures.

Automatic distance finder built into the viewfinder.

Built-in Focused Flash uses 4-shot Hi-Power Cubes. Cubes automatically rotate to next firing position after each exposure, signal when you need a replacement. Flash shield folds back when not in use.

Shutter lock prevents accidental exposures.

Sensitive electric eye automatically measures light reaching your subject for natural light shots.



Wrist strap.

Lighten/Darken control dial lets you choose the level of brightness to suit your taste.

Transistorized electronic shutter responds to electric eye to automatically set exposure.

Three-element lens.

Loading is quick and easy with Polaroid's new Type 88 Color-pack film. Eight Square (3½" x 3¼") pictures per pack.

T-bar for convenient tab-pulling.

Super Colorpack. Big instant pictures, in color or black and white.

The big advantage of Super Colorpack over the Square Shooters is the larger pictures it takes. They're not only bigger ($4\frac{1}{4}" \times 3\frac{1}{4}"$ as compared to $3\frac{3}{8}" \times 3\frac{1}{4}"$), you also have a choice of color or black and white instant photography.

In addition, Super Colorpack has all the features of the Square Shooter. Built-in Focused Flash, electric eye and electronic shutter exposure control and Polaroid's unique Distance Finder. In addition, it has something only the more expensive Polaroid Land cameras feature: a built-in development timer to tell you when your picture's developed.

And the bigger picture format means you can include everyone in your shots — look at the picture comparison.

When you want everybody in the picture or when you want bigger images, Super Colorpack is the camera for you.

The Super Colorpack offers the versatility of large-format, instant pictures in black and white or color. It's an unusually fine camera at a low price.

Under \$50.



The Super Colorpack takes *big* ($4\frac{1}{4}" \times 3\frac{1}{4}"$) pictures in color or black and white.



Compare the pictures.

Square Shooters take color pictures ($3\frac{3}{8}" \times 3\frac{1}{4}"$) only.



Big Shot. The Polaroid Land camera for 60-second color close-up portraits.

Polaroid's Big Shot Land camera is specially designed for close-up color portraits. That's why the camera looks so unusual – its length takes the place of complicated lenses or special attachments. Pictures are truly close up portraits, the kind you get in portrait studios.

Forget words like "focus" and "exposure". This is the simplest of all systems. You focus with your feet. Just walk toward your subject until the two faces in the viewfinder are one – and shoot.

There's no need to worry about lighting. It's the same – indoors or out. A 4-shot Magicube behind a big diffusion panel gives you soft portrait lighting every shot. There are no settings. Not even batteries.

The timer signals when your picture is developed and ready to see.

There's nothing else like it. Beautiful, big (3¼" x 4¼") distortion-free portraits in one minute from an amazing camera that costs less than \$20. Whether you're buying your very first instant picture camera or you're already a Polaroid instant picture enthusiast, there's no other camera like it.

Under \$20.



Accessories

There's a full line of Polaroid Land camera accessories for Polaroid's under \$50 cameras.

Development Timer

This accessory can pay for itself. Attach it to either the Square Shooter 2 or Square Shooter. You set the timer and it tells you when your picture is perfectly developed.

Carrying Cases

A convenient way to carry your camera with extra film and flashcubes. They're made of cushion lined durable black vinyl.



Development timer for Square Shooters.



Picture albums for big or square pictures.

Picture Albums

$3\frac{1}{4}'' \times 4\frac{1}{4}''$ prints can be kept in albums that hold 72 pictures in transparent vinyl jackets protected by durable padded covers. $3\frac{3}{8}'' \times 3\frac{1}{4}''$ prints can be kept in a similar album that holds 48 pictures. Both albums come in a variety of colors and accept page refills.

Copies and Enlargements

Get copies and enlargements of your favorite Polaroid pictures through your dealer or from Polaroid. Reproductions are sharp, and remarkably faithful to your original Polaroid picture. Beautifully mounted enlargements can also be made in various sizes.



Carrying cases available for each camera.



Get copies and enlargements of Polaroid pictures.